

A day
in the life
of an executive
and his

Norelco® 83

portable dictating machine



8:30

AM

En route to the airport,
dictates items to discuss
with customers in later
meeting.



Ready to travel at any time...the Norelco 83 is light
(only 4½ lbs.) and compact, fits into an attache case,
or can be carried in its own leather carrying case.

9:30

AM

At 30,000 feet, dictates
outline for afternoon
regional meeting.



Approved for use in flight by major airlines, the
Norelco 83 has a special mike that eliminates back-
ground noise, is sensitive enough to pick up whisp-
ered comments.

TIME is money: Benjamin Franklin

11:30
AM

At destination, dictates
notes on order during
meeting with customer.



The Norelco 83 captures every important thought and fact . . . solves the problem of taking hasty notes and then deciphering them later.

3:00
PM

Records regional meeting
for later analysis
at home office.



The Norelco 83 is the ideal on-the-spot secretary to record all the details of meetings. The exclusive magnetic tape cassette gives 40 minutes of recording.



To choose time, is to save **TIME:** Francis Bacon

4:30
PM

Dictates special correspondence for immediate action and mails cassette back to secretary.



Cassettes can be mailed easily in convenient mailing cartons . . . secretary transcribes on her Norelco 82 . . . important correspondence and orders receive prompt action . . . are not delayed until he returns.

9:30
PM

Relaxes in hotel room and dictates reports and correspondence for that day.



Facts are recorded while details are fresh . . . work doesn't pile up . . . there's no back-log of paper work and details when he returns.

TIME and the hour run through the roughest day: William Shakespeare

ACHIEVE YOUR MAXIMUM EXECUTIVE MOBILITY





The *Norelco® 83* can save you
hundreds of hours every year!

Day after day, year after year, you'll find the Norelco 83 can convert hundreds of formerly non-productive hours into fruitful hours of productive achievement. When you are traveling for business or pleasure...or at home over the weekend, your Norelco 83 is always available for dictating correspondence or recording notes and observations while they are still fresh in your mind. Your time is worth money...use it in the most productive way possible with a Norelco 83.



For the man on the go

Norelco® 83

**PORTABLE DICTATING
MACHINE only \$249.50***

For making on-the-spot reports, calling on key accounts, recording interviews and observations, dictating articles, catching up on correspondence ...the man on the go needs the executive mobility of a Norelco 83.

Here are the features that make the Norelco 83 the first in its field for performance and value:

- Weighs only 4½ pounds for compact, easy portability.
- Uses the same magnetic tape cassette as the Norelco 82...reusable 10,000 times, no recurring costs.
- The tape cassette threads automatically, records in any position...in a plane, train or car.
- Special mike eliminates background noise.
- Comes with a rich leather carrying case.

*Plus F.E.T. mfr's suggested list price.

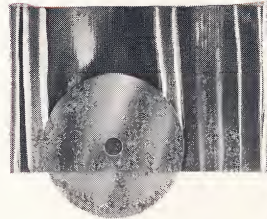


**CLOSE THIS BOOK AND FLIP OVER!
FOR THE INFORMATIVE STORY ON
THE NORELCO 82 DICTATING /
TRANSCRIBING MACHINE!**

Service and supplies for Norelco dictating equipment is available throughout the world

**The difference can save
you hundreds of dollars!**

**Embossed Belt or
Disc Dictation**

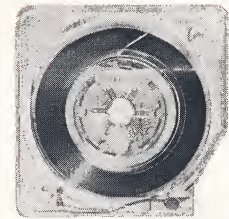


Onetime Use Belts or discs can be used only once—adding up to a considerable recurring cost, year after year.

Errors Can't Be Erased Corrections can only be dictated after the error. This can confuse the person transcribing and result in costly mistakes and reduced output.

\$422 • \$413 • \$405 Quoted prices of the three leading makes of combination dictating/transcribing machines using embossed belts or discs.

**Norelco Magnetic
Tape Dictation**



"Lifetime" Use Norelco tape can be used again and again, over 10,000 times. There are no recurring costs.

"Error-Free" Dictation Errors are erased *electronically* by dictating the correct phrase over them. Result: "error-free" dictation and fast, accurate transcription.

\$249.50 (plus FET) Manufacturer's suggested list price of the all-transistorized Norelco 82 dictating/transcribing machine with remote control microphone.

Day after day, year after year, a Norelco 82 can increase both your productivity and your secretary's. It can help you cut the cost of communication as much as 30%. It can give you added time to concentrate on more important work. In short, an 82 can pay for itself over and over again. Isn't that what a good investment should do?

For the man in the know

Norelco® 82

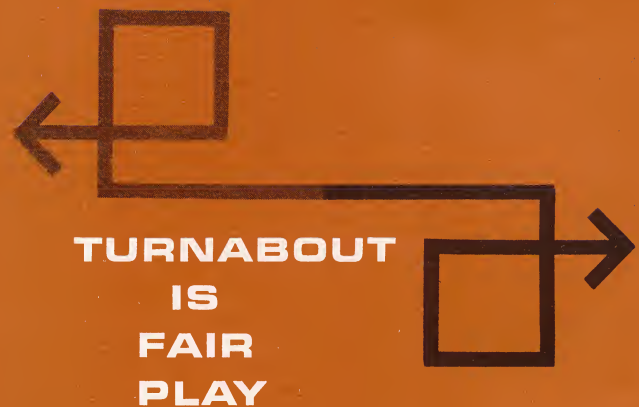
**DICTATING/TRANSCRIBING
MACHINE only \$249.50***

Executives and professional men who know the value of handling their communications with ease and speed, depend on the Norelco 82.

Here are the features that make the 82 superior to any other dictating machine:

- Magnetic tape cassette threads automatically, fingers never touch the recording media.
- Cassette provides 40 minutes of dictation . . . ideal for heavy work loads.
- Errors can be erased electronically simply by talking over them . . . for faster, more accurate dictation and transcription.
- Remote control mike provides effortless dictation and review.
- Records phone calls and conferences.
- Crystal clear fidelity makes transcription easier, faster for the secretary.

*Plus F.E.T. mfg'r's suggested list price, complete with dictating or transcribing accessories.



**CLOSE THIS BOOK AND FLIP OVER!
FOR THE INFORMATIVE STORY ON
THE NORELCO 83 PORTABLE
DICTATING MACHINE!**

ACHIEVE YOUR MAXIMUM EXECUTIVE PRODUCTIVITY



4:00
PM

Secretary transcribes
afternoon correspondence
... major part of day's
mail answered that day.



The efficient executive answers his mail the same day with a Norelco 82. His secretary need not slow down for errors or to replay sections, thanks to Norelco's "error-free" dictation and crystal-clear reproduction.

5:30
PM

Lengthy report to the
executive committee
dictated after secretary
has left.



Norelco's exclusive magnetic tape cassette offers 40 minutes of "error-free" dictation. It's effortless, too. The remote control microphone operates with just the flick of a thumb.

TIME driveth onward fast: A. Tennyson

1:45
PM

Memos dictated to
branch offices and staff.



Correspondence and memos are never a problem with a Norelco 82. Errors are erased simply by talking over them... makes dictation easier, transcription more accurate.

2:30
PM

Complex telephone order
from important customer
is recorded for accurate
processing.



The Norelco 82 converts in seconds to a telephone recorder for important calls which can be transcribed later for reference.



Had we but world enough and **TIME:** Andrew Marvell

9:00
AM

Morning mail is answered
while secretary types
report to be presented
later in morning.



No lost time with a Norelco 82. While his secretary is busy with other tasks, the executive dictates effortlessly as he goes through his morning mail.

10:30
AM

Important conference
recorded for later
transcription by secretary.



At the touch of the conference button, the microphone becomes a "conference mike"... picks up every voice in the room with outstanding fidelity.

TIME for labour and thought: A. Swinburne

A day
in the life
of an executive
and his

Norelco® 82

dictating/transcribing machine

